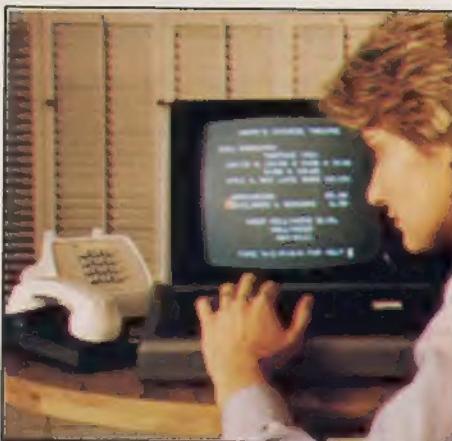


Computer Fun guide To the West Side

Introducing "Buy-Phone"

If you are one of the fortunate ones who have already made a commitment to a home computer, and you fancy yourself to be a bit of an aficionado when it comes to entertainment, you'll be delighted to learn that there is a "free" service on the west side that provides you with up-to-date information on movies, restaurants and a host of entertainment goods and services.

The name of the company is Buy-Phone. It provides an instant source of information, which is received by the computer, through the telephone. In a way it's like a video phone directory, but it provides more than just listings. The user types in the categories, such as movies, restaurants, etc. ... and the Buy-Phone service provides listings based on those closest to your home, and then ranging outward. It also gives you the most current information on dining, specialties, movies playing, times, prices, parking and almost anything else



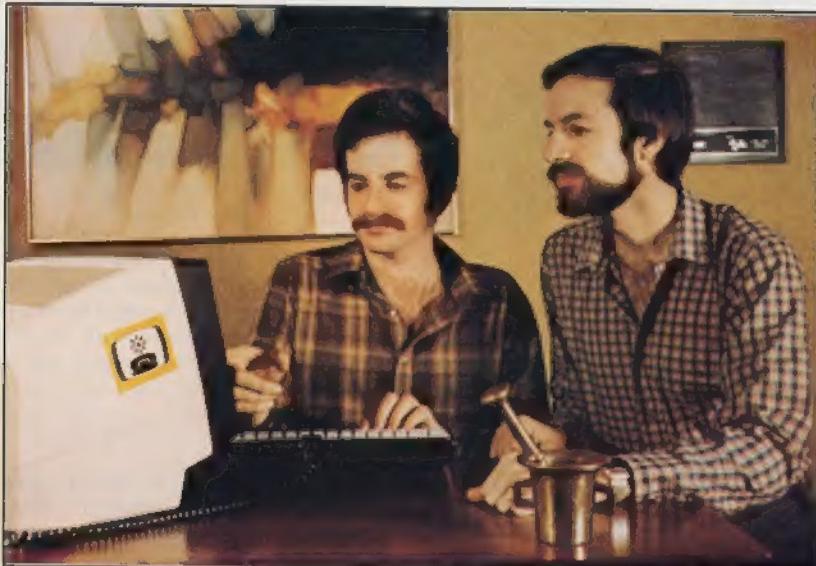
A BUY-PHONE user finds the theater nearest to her showing the movie desired, and its screening times.

you might want to know.

Buy-Phone contains over 10,000 listings covering consumer goods and entertainment. There are in excess of 1,600 restaurants alone. These may be accessed by nationality, ambiance, entertainment, or any number of other important factors.

According to David and Bill Lappen, Buy-Phone's creators, over ten percent of all households will have computers by the end of 1983. The affluent west side of Los Angeles is likely to enjoy an even greater percentage of installations. This, combined with its large number of entertainment facilities, provides a fertile base for the Lappens' advanced new service.

Best of all, the service is free to the consumer. The project is supported by a modest consideration from advertisers. Need to know more? Call us at Audience Magazine (213) 986-2771 and we'll see that you get the info.



BUY-PHONE'S co-founders, David Lappen, left, and Bill Lappen.

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